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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/733,076	12/10/2003	Michael Evans	P4800C1	8495
24739	7590	10/02/2006	EXAMINER	
CENTRAL COAST PATENT AGENCY, INC 3 HANGAR WAY SUITE D WATSONVILLE, CA 95076			AU, GARY	
		ART UNIT	PAPER NUMBER	
		2617		

DATE MAILED: 10/02/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>
	10/733,076	EVANS ET AL.
Examiner	Art Unit	
Gary Au	2617	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

1)  Responsive to communication(s) filed on 25 July 2006.

2a)  This action is **FINAL**.                            2b)  This action is non-final.

3)  Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

4)  Claim(s) 23-32 is/are pending in the application.  
4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.

5)  Claim(s) \_\_\_\_\_ is/are allowed.

6)  Claim(s) 23-32 is/are rejected.

7)  Claim(s) \_\_\_\_\_ is/are objected to.

8)  Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

9)  The specification is objected to by the Examiner.

10)  The drawing(s) filed on \_\_\_\_\_ is/are: a)  accepted or b)  objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)  The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

12)  Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a)  All    b)  Some \* c)  None of:  
1.  Certified copies of the priority documents have been received.  
2.  Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3.  Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

1)  Notice of References Cited (PTO-892)  
2)  Notice of Draftsperson's Patent Drawing Review (PTO-948)  
3)  Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_.  
4)  Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_.  
5)  Notice of Informal Patent Application  
6)  Other: \_\_\_\_\_.  
\_\_\_\_\_

**DETAILED ACTION*****Response to Arguments***

1. Applicant's arguments, see pages 4 and 5, filed 7/25/2006, with respect to the rejection(s) of claim(s) 23 and 28 under US Patent No. 6,343,317 (Glorikian) have been fully considered and are persuasive. Therefore, the rejection has been withdrawn. However, upon further consideration, a new ground(s) of rejection is made in view of US Patent No. 6,782,253 Shteyn et al. (Shteyn) and US Patent No. 6,487,180 Borgstahl (Borgstahl).

***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

*23-32*  
3. Claims 1 are rejected under 35 U.S.C. 103(a) as being unpatentable over US Patent No. 6,782,253 Shteyn et al. (Shteyn) and further in view of US Patent No. 6,487,180 Borgstahl (Borgstahl).

Considering claim 23, Shteyn teaches a system for promoting exhibits at a shopping mall (figure 1, col. 6 lines 37-57 and col. 7 lines 33-54), comprising: a network-connected server storing an exhibit profile for individual ones of a

plurality of the exhibits (col. 8 lines 12-41); a first computerized communication device usable by a first person potentially interested in one or more of the exhibits at the shopping mall (mobile device 108 – figure 1, col. 37-57); and inherently teaches a second computerized communication device usable by an agent for one of the exhibits (col. 8 lines 42-58, where Shteyn discloses providing a pointer to connect to the agent with SMS or telephone number, therefore, the agent has to have a communication device); wherein the first person registers a seeker profile with the server (Content 202 – figure 2, col. 7 liens 13-32, where the content includes the user's location, activity and interests), the server compare the seeker profile with stored exhibit profiles and finds one or more matches (filter matching process 204 – figure 2, col. 7 lines 55-61 and col. 8 lines 12-41), and provides a communication address for the second communication device to the first person to contact the agent for the associated exhibit (col. 8 lines 42-58). However, Shteyn does not teach that the exhibit is at a trade show.

In an analogous art, Borgstahl teaches that the exhibit is at a trade show (col. 14 lines 30-44).

It would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Shteyn's system to include that the exhibit is at a trade show, as taught by Borgstahl, for the advantage of providing information that is tailored to the user (col. 14 lines 30-44).

Considering claim 28, Shteyn teaches a method for promoting exhibits at a shopping mall (figure 1, col. 6 lines 37-57 and col. 7 lines 33-54), comprising:

(a) storing an exhibit profile for individual ones of a plurality of the exhibits on a network-connected server (col. 8 lines 12-41); (b) registering a seeker profile with the server by a first person having a first computerized communication device (col. 7 lines 13-54); (c) comparing seeker profiles with exhibit profiles by the server and finding a match between the seeker profile and an individual one of the exhibit profiles (filter matching process 204 – figure 2, col. 7 lines 55-61 and col. 8 lines 12-41); and (d) passing a communication address to the first person by the server for a second computerized communication device usable by an agent for the exhibit matched to the seeker profile (col. 8 lines 42-58). However, Shteyn does not teach that the exhibit is at a trade show.

In an analogous art, Borgstahl teaches that the exhibit is at a trade show (col. 14 lines 30-44).

It would have been obvious for one of ordinary skill in the art at the time the invention was made to modify Shteyn's system to include that the exhibit is at a trade show, as taught by Borgstahl, for the advantage of providing information that is tailored to the user (col. 14 lines 30-44).

Considering claims 24 and 29, Shteyn further teaches one or both of the computerized communication devices are cellular telephones (mobile device 108 – figure 1, col. 6 lines 37-57).

Considering claims 25 and 30, Shteyn further teaches the network is the Internet network (col. 7 lines 13-32).

Considering claims 26 and 31, Shteyn further teaches the first computerized communication device is an Internet-capable device (col. 7 line 62 – col. 8 line 11), and first person registers the seeker profile using the first computerized communication device (col. 7 lines 33-54).

Considering claims 27 and 32, Shteyn further teaches the first communication device is an Internet-capable cellular telephone (col. 7 line 62 – col. 8 line 11).

### ***Conclusion***

4. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Gary Au whose telephone number is (571) 272-2822. The examiner can normally be reached on 8am-5pm Monday to Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lester Kincaid can be reached on (571) 272-7922. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

GA



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SUPERVISORY PRIMARY EXAMINER